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## MEDIA RELEASE

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**FOR RELEASE:**  
February 23, 2012

### **Wild Adventures Announces Sugarland Concert Date**

*Reserved Seat Pre-Sale for Season Passholders March 3*

**Valdosta, GA-** [Wild Adventures Theme Park \(WA\)](#) announces the concert and reserved seat on-sale date for hit country duo Sugarland, just one of the more than a dozen concerts scheduled for the 2012 family concert series.

Multiple Grammy, Country Music Awards and Academy of Country Music award winning duo, Sugarland is scheduled to perform at WA on **Saturday, July 28 at 8:00 p.m.** Reserved concert seats for Sugarland will first go on sale to 2012 Season Passholders, either by phone or at the park for seven days, starting Saturday, March 3 at 10:00 a.m. All other guests will be able to purchase reserved concert seats online, by phone, or at the park, beginning Saturday, March 10 at 10:00 a.m. Reserved seats for the Sugarland concert are \$20 each. Park admission is also required.

General concert admission is included with a 2012 Season Pass or park admission. Reserved concert seats for all other announced concerts, excluding World Classic Rockers, are on sale now online, by phone, or at the park, starting at \$15. Reserved seats for World Classic Rockers are not available for purchase and will be distributed to 2012 Season Passholders, free of charge, at a later date as a Season Passholder Appreciation concert.

#### **2012 Concert Schedule**

April 14	Newsboys and Anthem Lights
April 21	Thompson Square
May 5	NEEDTOBREATHE and Ben Rector
May 12	Kutless
May 26	The Band Perry
June 2	Styx
June 16	Sanctus Real
June 23	Charlie Wilson and Chrisette Michele
June 30	BOSTON
July 7	Mandisa
July 21	World Classic Rockers
July 28	Sugarland
August 11	Skillet

\*All performers and dates are subject to change due to circumstances beyond the park's control.

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A WA Season Pass gives guests unlimited admission to WA and Splash Island Water Park for all of the 2012 season and pays for itself in less than two visits. WA has hundreds of exotic animals, one of the South's largest ride collections including seven coasters, Splash Island Water Park with over a million gallons of fun and the region's largest outdoor amphitheater featuring all-star concerts, all included with a season pass. 2012 Season Passes are on-sale now at [wildadventures.com](http://wildadventures.com), starting at \$69.99. For \$20 more, a Gold Season Pass includes free parking (a \$10 value per visit), miniature golf, go-karts, and discounts on food and merchandise.

*Wild Adventures is a 170-acre theme park located in Valdosta, Georgia. The park features one of the largest ride collections in the South, hundreds of exotic animals, Splash Island Water Park, the region's largest water park, shows, festivals and all-star concerts. The park is owned and operated by Herschend Family Entertainment (HFE), a company specializing in family entertainment. For more than half a century, HFE has owned, operated or partnered in 26 properties across ten states, including Branson, Missouri's Silver Dollar City; operating partner with Dolly Parton in Tennessee's Dollywood and Dollywood's Splash Country; operating partner in Atlanta's Stone Mountain Park and owners of Ride the Ducks amphibious tours in six cities.*